

Shown is a method and apparatus of controlling a commercial environment. The environment comprises a plurality of traders, each of the traders included in at least one of a plurality of members, wherein the plurality of members defines a community. The method comprises the steps of, defining the community, defining which members are included in the community, defining which traders are included in which members, and allowing at least one of the traders to authorize at least one of: a) interaction between a first trader and a second trader; and b) interaction between a first member and a second member.